

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Celebrate Mansfield Festival Subcommittee

Monday, April 21, 2014

5:00 pm

Minutes

Present: Kim Bova, Betsy Paterson, and Ilze Taylor

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Chair Betsy Paterson called the meeting to order at 5:05 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from March 17, 2014 and April 21, 2014

The Minutes were approved by consensus.

4. Review Task List

Activities: The subcommittee members revived a discussion from a previous meeting regarding increasing the participation fee for 2014 and agreed to change the fee to \$25 for an activity booth.

Advertising: Subcommittee members volunteered to distribute "Save the Date" cards throughout town.

Art: Kim Bova reported that the Call to Artists, Prospectus, and Application have been mailed to the list of artists and posted to the Festival website. Kathleen Paterson noted that the deadline for artists to submit their work is not until mid-August.

Children's: **Ilze Taylor will come up with a list of suggestions for activities for groups hosting booths [Done].** By general consensus, the subcommittee agreed to postpone planning Festival-sponsored activities until it is known what groups will be doing at their booths.

Music: Ms. K. Paterson reported that she hopes to have the contract for the headlining act finalized before the next meeting.

Set-up: Ms. K. Paterson will meet with Kristin Schwab soon to review and possibly revise the site layout.

Sponsors: Ms. Paterson said that she, Cynthia van Zelm, and Ms. K. Paterson had met to discuss the sponsorship levels and that they would like to suggest changing the levels to \$500, \$1,000, or \$2,000 for businesses and adding the family option suggested by Janine Callahan at \$200.

Ms. Bova and Ms. Taylor supported the changes and suggested using the titles “Bronze, Silver, Gold, and Platinum.”

Ms. Taylor commented that the sponsorship brochure should be exciting and should emphasize what the businesses will get in exchange for their donation.

Ms. Bova suggested that the Bronze/Family level should not be included in the information that is sent to sponsors.

5. Open discussion

Ms. Taylor asked if there was a way to do outreach through the schools. Ms. K. Paterson responded that flyers can be sent home with the students, which the Festival subcommittee usually does in the fall after Labor Day.

6. Adjourn

The meeting adjourned at 6:20 pm.

Minutes by Kathleen M. Paterson